

Message Text

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PAGE 01 LAGOS 07019 251631Z

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ACTION EB-07

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SUBJECT: FISCAL YEAR 75 COUNTRY COMMERCIAL PROGRAM--
4TH QUARTER PROGRESS REPORT AND YEAR-END SUMMARY

REF: STATE 280182

1. COUNTRY ACTION GROUP HAS MET AND REVIEWED FOURTH QUARTER AND YEAR-END ACCOMPLISHMENT OF FY 75 CCP AND ALSO DISCUSSED IMPLEMENTATION OF FY 76 CCP.

2. FOURTH QUARTER: DURING THE LAST QUARTER OF THE FISCAL YEAR,

POST WAS OCCUPIED WITH THREE MAJOR TRADE PROMOTION EVENTS: THE RAILWAY EQUIPMENT TRADE MISSION IN APRIL, THE TECHNICAL SALES SEMINAR ON ROAD CONSTRUCTION TECHNOLOGY IN MAY: AND THE BUSINESS EQUIPMENT CATWLOG SHOW IN JUNE. IN ADITION THERE WERE A SIGNIFICANT NUMBER OF OFFICIAL VISITORS INCLUDING TEAMS FROM OPIC; EX-IM BANK; ATATE/COMMERCE CCP; THE FOUR-MAN COMMERCE COMPREHENSIVE MARKET SURVEY TEAM.

3. YEAR-END SUMMARY: ALL SIGNIFICANT ACTIONS REQUIRED UNDER CCP

BY 30 JUNE WERE COMPLETED.

EVALUATION OF CCP: REFLECTING ON OUR FIRST YEAR'S EXPERIENCE WITH

CCP, WE FIND THAT CAMPAIGN APPROACH HAS WORKED WELL. IT HAS PERMITTED
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PAGE 02 LAGOS 07019 251631Z

A STEP-BY-STEP APPROACH TO MARKET DEVELOPMENT MOVING THROUGH INITIAL

MARKET SURVEY AND LIST BUILDING TO ACTIVE TRADE PROMOTION SOLICITATION. WE FIND CUMPAIGNS ARE AIDED BY TIMING POST CAMPAING TO FIT TRADE PROMOTION EVENTS SCHEDULE. BUT LAST-MINUTE CHANGES AND CANCELLATIONS CAN ENTAIL SUBSTANTIAL WASTE OF POST RESOURCES.

WE HAVE HAD NO DIFFICULTY IN MOBILISING NON-ECONOMIC/COMMERCIAL ELEMENTS OF EMBASSY IN SUPPORT OF OUR CCP. PARTICIPATION OF AMBASSDOR, DCM AND CONSULS IN QUARTELY CCP REVIEW AND PLANNING SESSIONS HAS FOSTERED THEIR FAMILIARITY WITH CCP OBJECTIVES, CAMPAIGNS AND TECHNIQUES. WITH THEIR AUPPORT, FAS, USIS, POL, ADMINISTRATION, CONSULAR AND DEFENCE PERSONNEL HAVE ALL MADE CONTRIBUTION TO CCP'S SUCESS, SUPPORTING ECONOMIC/COMMERCIAL SECTION WITHIN THEIR OWN TERMS OF REFERENCE.

4. FISCAL YEAR 75 PRODUCT CAMPAIGNS:

A) TECHNOLOGY: IN ADDITION TO THE TWO CAMPAIGN PROMOTIONS

MENTIONED PARA 2 ABOVE, THE POST UNDERTOOK TWO MARKET SURVEYS IN SUPPORT OF THESE PROMOTIONS AND SUPPORTED TWO MARKET RESEARCH PROJECTS (POWER GENERATION AND TRANSMISSION EQUIPMENT, NOVEMBER 1974, AND BUILDING AND CONSTRUCTION MATERIALS, DECEMBER 1974).

B) AGRICULTURAL PRODUCTION AND PROCESSING EQUIPMENT: THE

ILLINOIS IOGA TRADE MISSION TOOK PLACE IN DECEMBER, AND A DEPARTMENT OF AGRICULTURE FOOD SHOW IN MAY OF THIS YEAR.

C) CONSUMER GOODS: THERE WERE NO PROMOTION ACTIVITIES

PROGRAMMED IN THIS CAMPAIGN. POST HAS INSTEAD CONCENTRATED ON WTDR'S, TDO'S, ADS'S AND FACILITATION OF FOREING BUYERS VISITORS TO THW U.S.

D) BUSINESS EQUIPMENT RELATDD SERVICES: OVER A TWO-MONTH

PERIOD POST PREPARED FOR AND MOUNTED BUSINESS EQUIPMENT CATALOG SHOW THIS JUNE.

E) PRINTING TRADES EQUIPMENT, SUPPLIES, AND SERVICES: WITH

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PAGE 03 LAGOS 07019 251631Z

POSTPONMENT AND THEN CANCELLATION OF THE TRADE MISSION, THIS CAMPAIGN HAS BEEN PRIMARILY A REACTIVE EFFORT.

5. MAJOR PROJECTS: MISSION HAS CONTINUED ITS REPORTING ON MAJOR

PROJECTS, PARTICULARLY THOSE INVOLVING LNG, REFINERIES, PETROCHEMICALS, FERTILIZERS, AND STEEL REDUCTION, BUT ALSO ON OTHE MAJOR PROJECTS IN THE FIELDS OF RAILWAYS, POWER GENERATION AND TRASNMISSION

CONSTRUCTION, EDUCATION AND HEALTH CARE.

6. UNPLANNED WORKLOAD: IN ADDITION TO VISITORS DURING FOURTH

QUARTER MENTIONED PARA 2 ABOVE, WE HAD TWO VISITS FROM MEMBERS OF MAJOR PROJECTS DIVISION OF DEPARTMENT OF COMMERCE, FAA WASHINGTON TEAM FOR NEGOTIATION WITH MINISTRY OF TRANSPORT; FAA ASSISTANT ADMINISTRATOR, EUROPE ON ORIENTATION VISIT; AND TWO MARKET RESEARCH OFFICERS OF THE DEPARTMENT OF COMMERCE.

7. WE HAVE NOT YET FOUND SATISFACTORY SYSTEM OF MEASURING CAMPAIGN PERFORMANCE IMMEDIATE SALES FIGURES FOR TRADE PROMOTION EVENTS FOR EXAMPLE, ARE NOWHERE NEAR TARGET FIGURES IN CCP, BUT SALES WILL HOPEFULLY ENSUE IN NEXT SEVERAL MONTHS OR YEARS.

SOME SELECTED NUMERICAL TARGETS FROM APPENDIX C-1 OF PLAN ARE PRESENTED BELOW:

OBJECTIVES AND ACTIONS	NUMERICAL TARGETS
CERP	19
ALERT REPORTING, FOREIGN MARKET REPORT	185
WTDR	303
TOP	35
TRADE COMPLAINTS	59
ADS	63
FACILITATIVE ASSISTANCE TO U.S. BUSINESS VISITORS TO NIGERIA	556

FACILITATIVE ASSISTANCE TO NIGERIAN BUSINESS
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PAGE 04 LAGOS 07019 251631Z

VISITORS TO U.S.	502
NIGERIAN BUSINESS LEADERS PROGRAM	12

CONDUCT OF FACILITATE MARKET RESEARCH:

POST CONDUCTED	3
MARKET DEVELOPMENT OFFICER SUPPORT	3
REPORT INVESTMENT OPPORTUNITIES	25

8. CCP 76: IN FORMULATING OUR FY 76 CCP, WE HAD CALCULATED TOTAL

FSO MAN DAYS AVAILABLE ON ASSUMPTION NEW OFFICER POSITION WOULD BE FILLED AT BEGINNING OF FISCAL YEAR, AND THAT FSO'S BOZEMAN AND

ATCHLEY WOULD ARRIVE SIMULTANEOUSLY WITH JULY DEPARTURES OF THEIR
PREDECESSORS. WITH ONE OFFICER NOW ARRIVING SEPTEMBER AND TWO IN
OCTOBER, WE NOW HAVE ANTICIPATED GAPS ENTAILING LOSS OF APPROXIMATELY
115 FSO MAN DAYS OUT OF 459 WE HAVE PLANNED. FACED WITH THESE
CHANGED CIRCUMSTANCES THE COMMERCIAL ATTACHE HAS BEEN TEMPORARILY
ASSIGNED AS THE PRIMARY MANAGER FOR MOST OF THE UP-COMING FY 76
CAMPAIGNS. WE FORESEE GREAT DIFFICULTY IN MEETING THE FIRST QUARTER
CCP OBJECTIVES (AND OF COURSE THE SUBSEQUENT QUARTERLY, CUMULATIVE
TARGETS). WE SUGGEST, THEREFORE, THAT THESE QUARTERLY CAMPAIGN
TARGETS BE MOVED BACK ONE QUARTER, SINCE IT WILL NOT BE UNTIL
OCTOBER 1 THAT ECONOMIC/COMMERCIAL SECTION WILL HAVE NECESSARY
MANPOWER ON BOARD TO MEET THESE OBJECTIVES. WE REQUEST WAG CON-
CURRENCE THIS CHANGE. WE ALSO ASK THAT TRANSMITTAL OF COPIES OF
FY 76 CCP TO THIS POST BE EXPEDITED.
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